

INVESTOR UPDATE


Stabilisation & Growth Strategy

10 May 2023



Hello New strategy brings clarity to Spacetalk's future.

- 1 Underpins purpose, direction and focus.
- 2 Emphasises focus on lifetime family security.
- 3 Centres around new product and segment initiatives that will anchor future updates.
- 4 Creates a cohesive narrative, aligning Spacetalk under one central brand.

A photograph of a man in a dark sweater holding a baby up in the air. The man is looking at the baby with a smile. The baby is also smiling and looking towards the camera. The background is a plain, light-colored wall.

Spacetalk's vision and mission reflect a whole of life focus
and reinforce a commitment to family safety.

The Future of Spacetalk

VISION

Safety at every stage of life

MISSION

To ensure **family safety** by providing an **ecosystem** of products that enable **freedom** and create **peace of mind**.

Spacetalk Leadership Team

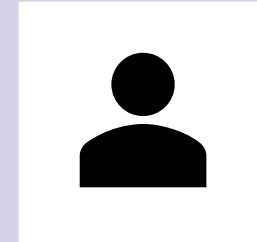
Since February 2023, Spacetalk has appointed key personnel to its leadership team, with more specialist hires in progress.



Simon Crowther
Chief Executive Officer (CEO) &
Managing Director



Susan Graney
Chief Financial Officer
(CFO)



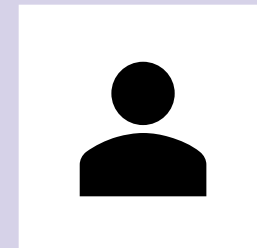
VP Engineering
To be announced soon



Craig Boshier
Chief Operating Officer (COO)



Tonderai Maenzanise
Interim Chief Financial
Officer (CFO)



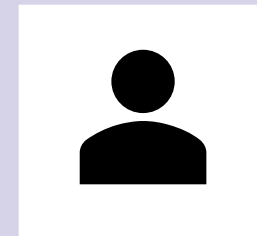
Head of Product
Management
To be announced soon



Chris Neary
Chief Marketing Officer & Head
of Digital (CMO)



Steven Fenton
Vice President Sales



Data Scientist
To be announced soon

Strategic Focus

Spacetalk's stabilisation and growth strategy developed around six key principles that guide focus and execution.

01

Australia and New Zealand first

02

Whole of Spacetalk

03

Whole of life

04

Customer centric

05

Software focused, enabled by core hardware

06

Sustainable recurring revenue & increasing customer lifetime value

Customer Centric Organisation

To deliver our growth goals, Spacetalk will become a customer centric organisation.

This will underpin how the Company is organised, goes to market, understand customers, and places products and services at the centre of family life.



Brand and Customer Alignment

Product Centric, Multiple Brands

The diagram illustrates a product-centric approach with multiple brands. At the top center is the **JUMPY SIM** logo. Below it are three pricing plans:

| Starter | Biggest Value | Bigger Value |
|---|---|---|
| \$16.99 1 month | \$164.99 12 months - \$13.75/month | \$99.99 6 months - \$16.67/month |
| Unlimited Talk and Text 10B 4G LTE Data 1GB Data top up \$10 28 Day Expiry | 24% Discount Unlimited Talk and Text 30GB 4G LTE Data 2.5GB AVG per month 365 Day Expiry Most popular | 2% Discount Unlimited Talk and Text 15GB 4G LTE Data 2.5GB AVG per month 180 Day Expiry |

Below the pricing plans are several product and service icons:

- Kids**: A smartwatch with a child's photo.
- Life**: A smartwatch with a clock face.
- Adventurer**: A rugged smartwatch.
- App**: A smartphone displaying an app interface.
- MGM**: A logo with a gear and the letters 'MGM'.
- SchoolStar App**: A star icon.
- MessageYou**: A speech bubble icon.
- RollMarker**: A document icon with a pencil.
- Early Learning Solutions**: A cube with letters 'a' and 'b'.

Customer Centric, Single Brand



The diagram illustrates a customer-centric approach for a single brand. At the top are four target audience segments, each with an icon:

- Young Families**: Icon of a family with a stroller.
- Schools & Educators**: Icon of a school building.
- Seniors & Vulnerable Families**: Icon of a group of people.
- Employers & Workers**: Icon of a person at a desk with a hierarchy chart below.

Below these segments is a large grey box labeled **Ecosystem of Products**. At the bottom is a large grey cylinder labeled **Proprietary Customer Database**.

Target Customer Segments

Young Families has the largest market potential, underpinned by Spacetalk's existing penetration in this market. Favourable consumer demand and segment fundamentals present a positive environment for growth.



Young Families

Segment fundamentals & trends:

- Strong category growth rate for kids' smartwatches
- Greater awareness for children's online safety
- Smart phone ownership by children
- Moves to restrict mobile phone use in schools.



Schools & Educators

Segment fundamentals & trends:

- Strong focus on student wellbeing
- Increasing focus on equity and access to education
- Increasing use of SMS and digital platforms for communication between schools and parents
- Cost conscious schools and education departments.

Target Customer Segments

Opportunity exists to leverage existing products and services to engage new segments. Seniors & Vulnerable Families as well as Employers & Workers represent significant potential for Spacetalk.



Seniors & Vulnerable Families

Segment fundamentals & trends:

- Growing aged population in Australia & New Zealand
- Increasing prevalence of loneliness, dementia and fall risk
- Strong government focus on, and funding for 'aging in place'
- Increased government funding for assistive technology
- Emerging demand for channel and service partnerships.



Employers & Workers

Segment fundamentals & trends:

- Large number of 'lone workers' in Australia and New Zealand
- Employer duty of care over employees and contractors
- Changing 'gig economy' and work from home practices
- Growing connected safety and duress alarm market.

Horizon 1: Next Six Months

Stabilise & Build

Strategy implementation is phased across three horizons and will require disciplined capital management.

Progress is already well-underway with respect to Spacetalk's strategic priorities under Horizon 1 to stabilise the business overall, build product development capability and align under the Spacetalk brand.



Horizon 1: Next Six Months

Capability

- Hire key executives
- Build specialist capability to deliver strategy
- Do the basics well

Sales

- Increase Young Families sales, margins & lifetime value
- Renewed focus on Schools & Educators segment
- Activate Seniors & Vulnerable Families segment

Deliver

- Adventurer 2 Watch
- Family-focused mobile virtual network operator (MVNO) service
- Device agnostic mobile application product.

Building specialist capability will span multiple functions within Spacetalk.



Software Engineering



Segment Sales



Product Design & Management



Product Marketing



Data Science

Horizon 2: 6 Months to 24 Months

Customer Centric Growth

Capability

- Deeper and broader expertise to continue strategy delivery

Sales

- Optimise sales, margins and customer lifetime value across segments
- Activate Employers and Workers segment

Deliver

- Budget Watch
- Product refreshes
- New digital products for several segments

Expand

- Evaluate new segments and markets
- Evaluate options for inorganic growth.

Horizon 3: 24 Months +

New Market Growth

Expand

- New overseas market entry

Deliver

- Extend existing products
- Evaluate new revenue streams.





SPACETALK.co

Safety at every stage of life